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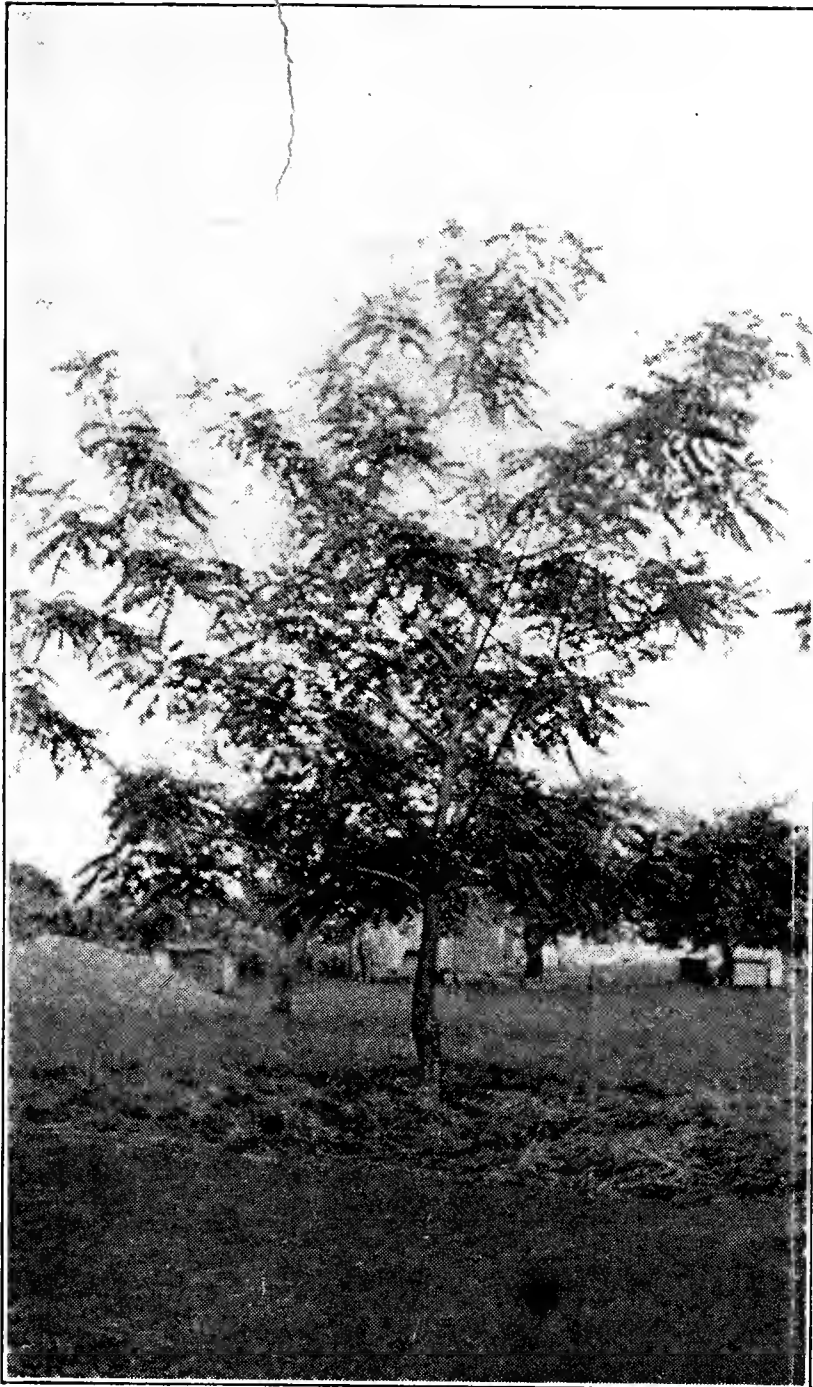
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Hardy Grafted Nut Trees...

Moved and Transplanted

"THE HERSHEY WAY"*

PRICE SHEET FOR
SPRING 1933



JAN 18 1933 ★

Thomas black walnut making its 6th year of growth. Bore 4 inches in 1929, one peck in 1930, 3 pecks in 1931 and is loaded this year. Stands in L. K. Hostetter's 700 tree grove, Lancaster, Pa., R No. 5

Price Reduction Continued in Many Varieties

Use This Sheet When Ordering Your Nut
Trees and Mail Order to Downingtown, Pa.

This nursery is National headquarters for scientific information on northern nut culture.

Specimen Tree List on Request

After many years of scientific research and practical experimenting, I present to the public, the best species and varieties for any given section.

Being the only commercial nut tree nursery doing intensive research and checking on performance of varieties, I am the first to eliminate old varieties and to introduce new ones. It is no small thing to plant a variety that was thought to be good and learn later it is inferior, neither is it good business to plant and then learn there are better new varieties to be had at the John W. Hershey Nursery.

The difference in cost between my trees and others is your warranty for getting better stock and against loss in transplanting. Remember, "THE HERSHEY WAY is the Safe Way."

* Many people do not know what is meant by "THE HERSHEY WAY." It is the proper handling and caring for our trees while growing and shipping that gives you the best possible tree for your money. One of the out-standing features is the method of wax dipping all stock, sealing up the vitality of the tree from the time it is dug until it starts to grow. With this method losses in nut tree planting fade out of the picture, whereas with the unwaxed method ten to twenty per cent losses are nearly always the rule.

A Nut Grove for Wealth and Happiness

As time goes on my trees are making better and better showings all over the country. Here at Downingtown, young pecan trees are starting to bear. All over the country reports continue to come in on their remarkable performance while each year more large groves are being set in many parts of the North,—showing a strong faith in my belief that THE IMPROVED GRAFTED NUT GROVE IS THE SALVATION OF THE LAND OWNER.

A GROVE FOR PROFIT—The question continually asked me is,—“How soon will they show a profit? A setting of 1000 trees cost you \$1000 to \$1500 depending on the size of tree planted. Cost of cultivating and care will be less than \$100 per year. Now if each tree bears just one bushel of nuts by the time it's 10 years old you will have one thousand bushels of nuts to sell for at least \$4.00 per bushel. That's \$4000 and I have no doubt but what they'll bear more. I have seen 5-year trees with 400 nuts, 6-year trees with 700 nuts, 9-year trees with 2½ bushels and 10-year trees with 3 bushels. In short if the grove only does ordinarily well, that is a bushel per tree in ten years, it will have itself paid for, cost and carrying charges, in that time. From then on it will increase in bearing by leaps and bounds, old trees bearing as much as 25 bushels per tree. Do you want to get in on it? It's a mighty low investment for the returns.

A grove of nut trees planted now will help in the next depression 10 to 12 years from now. Get started on your depression insurance now.

Plant nut trees as a hobby—as an investment—for the good of posterity, whether a large grove or a few trees it is a paying proposition. Those who have already made large plantings are extremely pleased, some stoutly declaring they will do better than I have listed in the above paragraph.

Age of groves range from one to seven years. Many smaller plantings of eight to ten years are doing beautiful.

The greatest factor in retarding business recovery is the artificial complexes controlling the business mind. Surveys, commissions, conferences statistics, seem the highest things to turn to and when one's through, the mind is so befuddled you don't know what to do.

America was built by clear thinking minds that knew what to do, not because of all the above mentioned kinds of consultations, but because of the close contact with nature they could hear the “still, small voice of guidance” which seems dead in America today.

You too can create this contact with nature by putting out a grove of nut trees and becoming intensely interested in it, have a remunerative connecting point with nature.

In planting for ornamental effect, we feel there has not been enough interest taken in the past in the nut trees. Pecans, pecan hybrids, shagbarks and shagbark hybrids are among the most ornamental trees in America. Orders received for such plantings last spring were far beyond our expectations, showing a true awakening to the nut tree values.

These trees are propagated from native trees which naturally do well in this climate. By careful selection the nuts are improved so that the shells are thinner, the meats larger and the tree a more rapid grower.

The English Walnut and Filbert which are exotic, having been introduced into this country from Europe in Colonial times, are by means of the same careful selection doing fine, with the merit in all nut trees, having fewer pests than fruit trees.

Planting and Follow Up Service

Part of The Hershey Way

In planting a nut grove or ornamental setting it is of paramount importance to know what to plant for best results in a desired effect or for commercial return. It is my policy if the customers wish, to look over locations, give planting advice and then keep in contact with my customers after the planting is made until a working knowledge of nut growing has been acquired by the planter. In considering the cost of the initial planting, bear in mind that the slight extra cost of my trees carries the above assets with it. The experiences of my customers has proved that this service is invaluable. Think it over.

Root Pruned, the Only Kind to Plant

We root prune and transplant all trees, building a root system that will permit the tree to start and make rapid growth when sold. These are the most reliable kind to plant.

Terms

All orders from new customers must be accompanied with a 25% deposit, balance C. O. D., or money to be forwarded before shipment is made. Old customers can have terms made agreeable to the occasion.

It is not our practice to guarantee trees to live because we know they will do so if properly cared for.

Canadian orders must amount to \$10.00 due to extra cost of fumigating.

No order where an affidavit must accompany invoice will be considered for less than \$10.00.

Trees moved with a ball are commonly known as *balled and burlapped*. Such success has been had by this method with nut trees that I am delivering in this manner when practical. About two years' growth is gained for the small sum invested. *Note special price on each list.*

For complete description of all trees refer to “Save America's Nut Heritage,” 10c. *For large plantings write for reduced rates.*

Six sold at dozen rate

Grafted Black Walnut

The Commercial Tree of the North

The Thomas, Stabler and Ohio thin-shelled grafted varieties. The commercial nut tree for the north and a good partner for the Pecan in the middle south and southwest. *Write for quantity rates.*

Note we have eliminated the Ten Eyck variety because of its disappointing performance.

Thomas

	Each	Dozen
1-2 feet, 1 year from graft.....	\$1.50	\$15.00
2-3 feet	1.75	17.50
3-4 feet	2.00	20.00
4-5 feet	2.50	25.00
5-6 feet, 2 years from graft	3.00	30.00

Balled and burlapped, \$1.50 per tree extra

Write for rates in quantity lots.

Large Thomas for Quick Results

So much has been said in the fruit world regarding planting small trees that many think the same applies to nut trees. In the fruit orchard where a low head is essential, small trees fill the bill, but where a high head is essential, as with nut trees, the larger tree has proven the best.

2 and 3 years old

	Each	Dozen
6-7 feet, branched	\$3.50	\$35.00
7-8 feet, nice head	4.00	40.00
8-10 feet, 3 years, nice head.....	4.50	

Balled and burlapped, \$2.00 per tree extra.

Thomas on Minnesota Stock

Very hardy for northern planting. Don't miss taking advantage of this offer if you live in the far north or in frost pockets where there is so much danger of early frost kill. Same price as regular Thomas sizes up to six feet.

Stabler

	Each	Dozen
1-2 feet	\$1.50	\$15.00
2-3 feet	1.75	17.50
3-4 feet	2.00	20.00
4-5 feet	2.50	25.00
5-6 feet, two-year, branched.....	3.25	32.50

Balled and burlapped, \$1.50 per tree extra

6-7 feet, three-year, well branched...\$3.75 \$37.50

Balled and burlapped, \$2.00 extra

Ohio

	Each	Dozen
2-3 feet	\$1.75	\$17.50
3-4 feet	2.00	20.00
4-5 feet	2.50	25.00

Balled and burlapped, \$1.50 per tree extra

8-10 feet, well branched\$4.50

Balled and burlapped, \$2.00 per tree extra

List of experimental varieties sent on request.

English or Persian Walnuts

Wilts, Mayette and Baum Franquette

Varieties

Hardy diamond brand nuts, grafted on the native black stock. Bear early. Soil must be limed for successful growth.

	Each	Dozen
2-3 feet	\$2.25	\$22.50
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.00	30.00

As these are more tender I advise transplanting with a ball. Extra cost, \$1.50.

Butternuts

I have some nice seedling butternuts 5-6 ft. branched, \$1.50 each, \$15.00 doz.; 7-8 ft., \$2.50 each, \$25.00 doz.

Balled and burlapped, \$2.00 per tree extra

Hybrid Hickories

No more ornamental tree can be had than these glistening foliated shapely headed trees that grow as rapidly as the maple and bear lots of thin-shelled nuts. Bear in five to seven years. The larger of these will bear in a few years.

Fairbanks

Nicely headed, two to four year old trees.

	Each	Dozen
3-4 feet, two-year	\$3.25	\$32.50
5-6 feet, branched	3.75	37.50
6-7 feet, branched	4.00	40.00
7-8 feet, fine head	5.00	50.00

Balled and burlapped, \$2.00 per tree extra

Stratford

This variety introduced for the first time is a remarkable tree with foliage very much like the shagbark. Nuts slightly smaller than the Fairbanks, just as thin-shelled and possibly higher flavored. Heavy bearer. Don't miss planting a few.

All one-year stock

	Each	Dozen
2-3 feet	\$3.00	\$30.00
3-4 feet	3.25	32.50
4-5 feet	3.50	35.00

Hicans

These are superior to pecans for Northern planting. They are more beautiful in foliage and grow more rapidly than the pecans with a nut superior to the pecans due to the blend of hickory and pecan flavor. Tree performance is much like the pecan.

We have several odd varieties of these hybrids of which we can spare a few for any one wanting an assortment. Just ask for an assortment when ordering. A list of them will be mailed on request. The price is the same as for the McCallister Hicans.

Hicans—Continued

McCallister—Pecan X Shellbark Hybrid. The remarkably rapid growth and ornamental foliage, with its enormous thin-shelled nut, $2\frac{1}{4} \times 1\frac{1}{4}$ inches and $3\frac{7}{8}$ inches in circumference is making this tree in great demand.

Note another price reduction

	Each	Dozen
2-3 feet	\$2.00	\$20.00
3-4 feet	2.50	25.00
4-5 feet	3.00	30.00
5-6 feet	4.00	40.00
6-7 feet, two-year, branched	5.00	50.00

Balled and burlapped, \$1.50 per tree extra

Pleas—Pecan X Bitternut Hybrid. A very beautiful tree with yellow buds, nuts the size of a good-sized northern pecan and an excellent cracker. Don't miss planting some. Because of its hickory parent, it is specially adapted to northern planting. Is bearing in many sections of the north. Grows as rapidly as the Maple.

	Each	Dozen
1-2 feet	\$1.75	\$17.50
2-3 feet	2.00	20.00
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.25	32.50
6-7 feet, branched, two-year trees...	3.75	39.50

Balled and burlapped, \$1.50 extra per tree

Hardy Pecans

These like the hickory hybrids are rapid growers and of the best for ornamental planting, often attaining a height of 150 feet and living 300 years. Beautiful in foliage and graceful in wide spreading head plus their ability to produce on *your* lawn, those delicate thin-shelled dainty pecans by the bushel.

Indiana, Busseron, Niblack, Posey and Green River varieties

	Each	Dozen
1-2 feet	\$1.75	\$17.50
2-3 feet	2.00	20.00
3-4 feet	2.50	25.00
4-5 feet	2.75	27.50
5-6 feet	3.00	30.00

Balled and burlapped, \$1.50 per tree extra

We have two Kansas varieties of pecans. Are superior to the Indiana varieties in many ways. Prices and sizes same as above list of pecans. Don't miss trying these.

Specimen Pecan Trees

Busseron, Butterick, beautifully headed, twice transplanted. Bearing age.

	Each	Balled and Burlapped
10-12 feet, extra select trees ...	\$12.50	\$15.50
8-10 feet, extra select trees ...	10.50	13.50
7-9 feet, very fine trees	7.50	10.50
6-7 feet, branched	6.00	7.50

These trees should be moved with a ball.

Pure Shagbark

C. Ovata

I am pleased to say I now have some fine two-year stock of these and although I advise moving with a ball I am willing to dig the two-year larger size bare rooted. In ordering bare rooted, deduct \$1.50 from list price.

The interesting thing about these is, they grow faster each year until a remarkable growth is obtained after the third and fourth year.

Glover—A New England variety, the finest cracker and highest flavor ever found in the hickory family. Nut medium size.

Romig—A Brandywine Valley variety here in Pennsylvania where natural hickory abound. A fine cracker and large nut. The only continual and heavy bearer I know.

	Each
Balled and burlapped	
1-2 feet high	\$4.00
2-3 feet high	5.00
3-4 feet high	5.50
4-5 feet high	6.50

Filberts

Corylus Aveline

I have an assortment of these, mostly Barcellona. I recommend Du Chilly and White Aveline as pollenators.

	Each	Dozen
Light plants, 2-3 feet	\$0.50	\$5.50
Strong plants, 4-5 feet	1.50	15.00

Hybrid Hazels

Jones Corylus

	Each	Dozen
Light plants, 2-3 feet	\$0.50	\$5.50
Strong plants, 4-5 feet	1.50	15.00

Rush Hazel, 2 feet

Persimmons

Native varieties and very good. Bear early. Foliage very beautiful, growth narrow columned head 25 to 35 feet high.

Early Golden—One of the oldest varieties. Excellent.

Lambert—One of the largest with few seeds.

Rice—A new variety from Kansas. Hardy and reputed to bear fruit as large as an apple. Would like to see this tried out.

	Each	Dozen
3-4 feet	\$2.00	\$20.00
4-5 feet	2.50	25.00
5-6 feet, well branched	3.00	30.00

Balled and burlapped, \$1.50 extra per tree

Japanese-American Hybrid Chestnut

I can supply a limited number of these. Are fairly blight proof beautiful trees, nut large and sweet.

	Each
One year from graft, 2-3 feet.....	\$1.50
Two years from graft, branched, 3-5 feet....	2.50

Japanese Flowering Cherries

One of the most beautiful and ornamental trees one can use for lawns and home grounds or street planting. The setting at Washington, D. C., along the Tidal Basin is internationally known.

Double Pink or New Red—Early bloomer, very good.

Double Pink—Large flower, later bloomer. Excellent.

White Flower, Pink Bud—Pinkish white, beautiful. Single and double flowers. The single is early, the double, mid-season.

Creamy White—Rich and gracious, semi-double. Blooms before the early pinks.

Two-year

	Each	Dozen
1-2 feet	\$1.00	\$10.00
2-3 feet	1.25	12.50
3-4 feet	1.50	15.00
4-5 feet	1.75	17.50

Three-year, nicely branched heads

	Each	Dozen
4-5 feet	\$2.00	\$20.00
5-6 feet	2.50	25.00
6-7 feet	3.00	30.00
7-8 feet	3.25	32.50

Balled and burlapped, 50c per tree extra

Weeping Cherries—Pink bud, single flower, fragrant, very beautiful. Tree gets real large. One-year head, budded 4 to 6 ft. from ground. *Balled and burlapped*, \$5.00 each.

Amelanchier (Canadensis)

Often known as *Shadberry, Juneberry, or Servisberry, Bush form*

Bearing in nursery row, large clusters of blue-black berries in almost solid masses. Make attractive specimen for lawn or garden. Attractive white bloomer in the spring. Bears heavily.

Fruit—The best description one can make is to compare it with the huckleberry. The berries are almost twice the size of the huckleberry, and ripen about two weeks before them. Excellent to eat out of hand, as a table dessert with milk and sugar, and last but not least they are excellent for bird feed when planted along fence rows or in bird sanctuaries.

	Each
Light plants	\$0.75
2-3 feet, strong bushy plants	1.00

Grapes

Caco—A wonderful sweet red variety.

	Each	Dozen
One-year	\$0.20	\$2.00
Two-year	.35	3.50

Almond

Ridenhower—Hard shelled, flowering, four to five feet, \$1.00.

Blight Resistant Pears

The bane of the pear grower is the fire blight. Here are varieties that have proven free from this pest.

Maxine—Resembles the Bartlett in time of ripening and character of fruit.

Cayuga—Flavor of the good old sickle pear with nearly the size of the Barlett.

Ewart—Buttery flesh, full of juice with a strikingly delectable flavor. Ripens with Bartlett.

	Each	Dozen
3-4 feet	\$0.50	\$5.00
4-5 feet	.75	7.50
5-6 feet, 2-year	1.25	12.50
6-7 feet, 2-year, Maxine only	1.50	15.00
7-8 feet, 3-year, Maxine only	1.75	17.50

Raspberries

Black Cap—Very large fruit; bear the second year from tips; very prolific; bore from July 1st till 29th this year.

Red Raspberries—Large fine fruit; good flavor; bear some late in summer after regular crop.

	Doz.	Hun.
One-year tips	\$0.90	\$3.00
Two-year old, bear 1st year	1.00	7.00

Dog Wood, *Native White Flowering

Size	Each Bare Root	Balled and Burlapped
4-5 feet	\$1.00	\$1.50
5-6 feet, branched	1.25	2.00
6-7 feet, branched	1.50	2.50
7-8 feet, branched		3.00
8-9 feet, well-branched specimens		3.50
9-10 feet, beautiful specimens		4.00

* These bloom beautifully in the spring and bear red berries in the fall. Make excellent lawn specimens or for fringes in woodland plantings.

Pines

All balled and burlapped

Scotch Pine—Very rapid grower, long needles, excellent for informal borders, quick wind-breaks or screens and large lawn specimens. Does well in dry settings.

	Each	Dozen
3-4 feet	\$2.00	\$20.00
4-5 feet	2.50	25.00
5-6 feet	3.25	32.50

Red Pine—One of the most hardy and sturdy pines. More desirable than the white because of freedom from disease.

Size	Each	Dozen
2-3 feet	\$1.00	\$10.00
3-4 feet	1.50	15.00

Austrian Pine—Very beautiful and ornamental; beautiful for lawn specimens.

Size	Each	Dozen
15-18 inch	\$0.50	\$5.00

Norway Spruce—Those beautiful graceful evergreens so excellent for individual planting or windbreaks.

Size	Each	Dozen
15-20 inch, compact	\$0.50	\$5.00

At Last a Book on Nut Trees and the Value of Tree Crops in America

"TREE CROPS"

by J. Russel Smith

This inspiring and comprehensive work sets forth in startling reality the necessity of America retaining her surface soils and shows how it can be done by planting permanent crops—namely trees. A best seller among thinkers. Price \$4.00 postpaid. If the book does not meet your expectations, return it within 10 days and your money will be refunded.

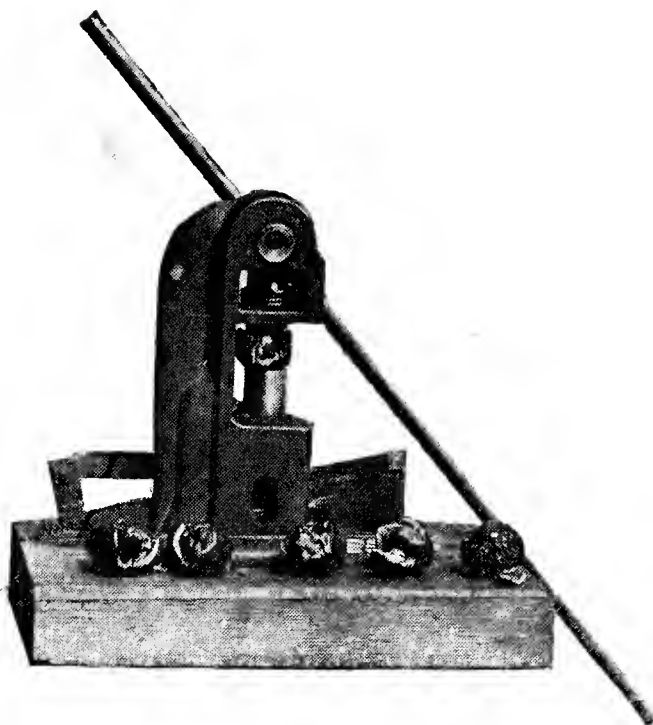
For more information we can supply the yearly bulletins of the Northern Nut Growers Association, chuck full of valuable reading matter \$1.10 each.

Hershey's Tree Nourishment

It has been proven essential that a proper food be applied to all plant and tree life bearing crops. Note Page 22 in "Save America's Nut Heritage."

Prices F. O. B. Depot

10 lbs.	\$1.00
25 lbs.	2.00
50 lbs.	3.00
100 lbs.	4.00
500 lbs.	12.00
1,000 lbs.	25.00
2,000 lbs.	45.00



The John W. Hershey Nut Cracker

New Reduced Price

The Hershey Nut Cracker is designed to crack the hardest nuts—all walnuts and hickories—in such a way that the kernels may be taken out in quarters with the fingers. A pick is required for only an occasional piece. The machine will so increase your speed in cracking and picking that it soon pays for itself. Five to seven bushels a day is the average cracking, and one pound of kernels per hour for picking. Price, \$6.50. *Agents Wanted.*

"Save America's Nut Heritage"

If you have not received this treatise send for it at once. Price 10c.

Bulletin No. 1, cracking and marketing the common black walnut, 10c.

Bulletin No. 2, Value of Wax-Dipping Nursery Stock, 10c.

"Nut Trees As You Like Them"

A valuable culture guide for planters and owners of nut trees. Price 5c.

TREAT YOURSELF TO THE BEST IN FOOD
FRESH CRACKED BLACK WALNUTS ALWAYS ON HAND

Write for Prices

*Without reading and following planting instructions attached to your shipment
your planting may be a failure*



JOHN W. HERSHEY
Nuticulturist
DOWNINGTOWN, PA.



